

Rep Order# 6862755 Ver# 1 Status New
EC'd Yes

Traffic Order# 6862755

Printed: 10/12/2012 9:10 AM
Last Received: 10/12/2012 8:15 AM
Showing Buylines: All Lines

1 of 5

Station KTNV-TV LAS VEGAS, NV
Advertiser () PATRIOT MAJORITY US
Product PATRIOT MAJORITY
Estimate# 2029
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/2029
Flight Dates 10/16/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 150,350

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	530A-6A	ACTION NWS@5:30AM<	:30	\$650.00	10/16-11/02	1	3	3	\$1,950.00	
	2	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/16-10/19	2	1	2	\$1,500.00	
	3	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/23-10/26	2	1	2	\$1,500.00	
	4	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/30-11/02	1	1	1	\$750.00	
	5	TU	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/06-11/06	1	1	1	\$750.00	
	6	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/16-10/19	6	1	6	\$4,500.00	
	7	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/23-10/26	6	1	6	\$4,500.00	
	8	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/30-11/02	5	1	5	\$3,750.00	
	9	TU	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/06-11/06	1	1	1	\$750.00	
	10	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/20-10/20	1	1	1	\$1,500.00	
							11/03-11/03	1	1	1		
	11	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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12	TU-F	10A-11A	VIEW-ABC<		:30	\$1,000.00	10/16-11/02	3	3	9	\$9,000.00	
13	TU-F	11A-12P	ACTN NEWS@11AM<		:30	\$650.00	10/16-11/02	2	3	6	\$3,900.00	
14	TU-F	3P-330P	MILLIONAIRE<		:30	\$500.00	10/16-10/19	2	1	2	\$1,000.00	
15	TU-F	3P-330P	MILLIONAIRE<		:30	\$500.00	10/23-10/26	2	1	2	\$1,000.00	
16	TU-F	3P-330P	MILLIONAIRE<		:30	\$500.00	10/30-11/02	1	1	1	\$500.00	
17	TU	3P-330P	MILLIONAIRE<		:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
18	TU-F	4P-5P	JUDGE JUDY		:30	\$650.00	10/16-10/19	3	1	3	\$1,950.00	
19	TU-F	4P-5P	JUDGE JUDY		:30	\$650.00	10/23-10/26	3	1	3	\$1,950.00	
20	TU-F	4P-5P	JUDGE JUDY		:30	\$650.00	10/30-11/02	2	1	2	\$1,300.00	
21	TU	4P-5P	JUDGE JUDY		:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
22	TU-F	5P-530P	ACTION NWS@5PM<		:30	\$900.00	10/16-11/02	1	3	3	\$2,700.00	
23	TU-F	529P-530P	ACTION NEWS BREAK Buyline Comment: ONLY 2 :30 SEC AVAIL		:30	\$2,000.00	10/16-11/02	1	3	3	\$6,000.00	
24	TU-F	6P-630P	ACTION NWS@6PM<		:30	\$1,000.00	10/16-11/02	1	3	3	\$3,000.00	
25	TU-F	730P-8P	MILLIONAIRE<		:30	\$850.00	10/16-11/02	2	3	6	\$5,100.00	
26	M	8P-10P	DANCING WITH THE STARS Buyline Comment: PRES DEBATE 10/22		:30	\$10,000.00	11/05-11/05	1	1	1	\$10,000.00	

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Station	KTNV-TV LAS VEGAS, NV	Agency	() WATERFRONT STRATEGIES	Rep Firm								
Advertiser	().PATRIOT MAJORITY US		3050 K ST NW	Sales Office	() PHILADELPHIA							
Product	PATRIOT MAJORITY		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY							
Estimate#	2029	Agency C/P1/P2/E	84/91/2029									
Buyer	Sarah Levene	Flight Dates	10/16/2012 - 11/06/2012									
Phone#		Hiatus Weeks		Salesperson Phone#	215-567-6005							
Fax#				Salesperson FAX#	215-567-5938							
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	27	M	10P-11P	CASTLE	:30	\$7,500.00	10/29-10/29	1	1	1	\$7,500.00	
	28	TU	10P-11P	PRIVATE PRACTICE	:30	\$6,500.00	10/16-10/16	1	1	1	\$6,500.00	
	29	W	8P-9P	THE MIDDLE/THE NEIGHBORS	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
				Buyline Comment: PRES DEBATE 10/3								
	30	TH	9P-10P	GREY'S ANATOMY	:30	\$5,000.00	10/18-10/18	1	1	1	\$10,000.00	
				Buyline Comment: PRES DEBATE 10/11			11/01-11/01	1	1	1		
	31	F	8P-9P	SHARK TANK-ABC	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
	32	SU	8P-9P	ONCE UPON A TIME	:30	\$4,500.00	11/04-11/04	1	1	1	\$4,500.00	
	33	SU	9P-10P	REVENGE	:30	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	34	TU-F	11P-1135P	ACTION NEWS @ 11PM	:30	\$1,750.00	10/16-11/02	1	3	3	\$5,250.00	
	35	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/20-11/03	1	3	3	\$3,750.00	
	36	M	530A-6A	ACTION NWS@5:30AM<	:30	\$650.00	10/22-11/05	1	3	3	\$1,950.00	
	37	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	38	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/29-10/29	1	1	1	\$750.00	
	39	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	40	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/22-10/22	2	1	2	\$1,500.00	
	41	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/29-10/29	2	1	2	\$1,500.00	

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---	42	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/05-11/05	2	1	2	\$1,500.00	-----
	43	M	10A-11A	VIEW-ABC<	:30	\$1,000.00	10/22-11/05	1	3	3	\$3,000.00	
	44	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/22-11/05	1	3	3	\$1,950.00	
	45	M	3P-330P	MILLIONAIRE<	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	46	M	3P-330P	MILLIONAIRE<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	47	M	3P-330P	MILLIONAIRE<	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	48	M	4P-5P	JUDGE JUDY	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	49	M	4P-5P	JUDGE JUDY	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	50	M	4P-5P	JUDGE JUDY	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	51	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/22-11/05	1	3	3	\$2,700.00	
	52	M	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/22-11/05	1	3	3	\$3,000.00	
	53	M	730P-8P	MILLIONAIRE<	:30	\$850.00	10/22-11/05	1	3	3	\$2,550.00	
	54	M	11P-1135P	ACTION NEWS @ 11PM	:30	\$1,750.00	10/22-11/05	1	3	3	\$5,250.00	

---REPORT TOTALS---

Report Totals: 126 / \$150,350.00

---SALES MONTHLY TOTALS---

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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Oct 12: 71 / \$79,700.00 Nov 12: 55 / \$70,650.00

Sales Totals: 126 / \$150,350.00

Station Totals: 126 / \$150,350.00

Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$578,269	KBLR	0%	KLAS	22%	KSNV	29%	KTNV	26%	KTUD	0%
		KVCW	1%	KVMY	5%	KVVU	17%				

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE